



PSN and NPR

The Public Service Network (PSN) has joined forces with National Public Radio (NPR) to develop a media channel for the guaranteed distribution of 10-second audio public service announcements (PSAs) on NPR's flagship programs and digital networks. NPR content includes News, Arts, Life and Music focused verticals and all programs have a home on NPR.org, allowing federal agencies and nonprofit organizations to feature campaign messages alongside relevant content.

NPR Broadcast Program

Provides guaranteed campaign outcomes of 8 – 87 million impressions depending upon frequency and the length of the campaign. Programs hosting your message may include:

- *Morning Edition*
- *All Things Considered*
- *Weekend Edition*
- *Wait Wait...*
- *Mid-Day Newscasts*
- *AM Newscasts*
- *PM Newscasts*
- *Weekends on ATC*
- *Car Talk*
- *Diane Rehm*
- *On Point*
- *Fresh Air*

These programs reach a highly educated and socially conscious audience.

NPR Online Banner Program

All NPR programs have a home on NPR.org, allowing the government and nonprofits to feature campaign messages alongside relevant content. The online banner program includes the placement of a 300x250 Web banner on NPR topic and/or program pages enabling government agencies and nonprofit organizations to reach viewers when they are most likely to click through to their website/landing page for more information. Banner links may be tagged for tracking using Google Analytics®.

Tracking and Reporting

Depending upon the selected program options, PSN will provide a summary report which will include a list of participating programs, spot air times and impressions generated.

PSN Public Media Highlights



- One of the strongest global media brands and a standard-setting producer and distributor of top-quality news, information and music programming for 40 years
- Home of two of the three most popular radio programs in the country: *Morning Edition* and *All Things Considered*
- 27.3 million weekly radio listeners
- 57% of listeners are adults, ages 25-54
- A network of more than 900 member stations nationwide